

REP HEADLINE# 6280544 TRF# 327131 REP: TEL# 215-564-1206 FAX# 215 564 1103
\$\$\$ UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! AUG15/12 16.3
ORDER WORKSHEET HARRIS REPORT FROM REP *** WPXI-TV ***

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA REP.# OFF.# 18 SALESMAN #
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE
7669 STAGERS LOOP SALES PRSN WA- CHERYL BLAIR
DELAWARE, OH 43015

ORDER # CONTRACT # 6280544 CLASS: NATL. LOCAL REGIONAL
PRDCT ROTHFUS 8/17 EST#2573 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES AUG17/12 SEP4/12 WK-3

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG15/12 16.37

REP: TO JEN
FR CHERYL
REVISED START DATE TO 8/17 AND MOVED SPOTS TO LATER IN FLIGHT
TTL SAME
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Denise

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	*		530P-600P	30		\$600.00	8/17	8/17	1		FRI	1
PROGRAM : NEWS												
3	S		530P-600P	30		\$600.00	9/3	9/4	2		M-TU	2
PROGRAM : NEWS												
4	*		600P-630P	30		\$700.00	8/17	8/17	1		FRI	1
PROGRAM : NEWS												

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 2573

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:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:RATE	:START DATE	:END DATE	:SPTS/WK:	WEEK INVT	DAYS	:TOTL: SPTS:
6	S		600P-630P	30		\$700.00	9/3	9/4	2		M-TU	2
PROGRAM : NEWS												
7	*		700A-800A	30		\$525.00	8/17	8/17	1		FRI	1
PROGRAM : TODAY												
9	S		700A-800A	30		\$525.00	9/3	9/4	2		M-TU	2
PROGRAM : TODAY												
AUG/12	\$6,600.00					SEP/12	\$7,900.00					
											CONTRACT TOTAL	14500.00
											TOTAL SPOTS	24

MARKET TOTALS \$51,785 WPXI 28% KDKA 35% WTAE 30% WPGH 7% CABL 0% WPCW 0% WPMY 0%
 SHARES EST
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

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 \$\$\$ UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! AUG15/12 22.1
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AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 2573												

***** SYSTEM ADVISORY *****
 THIS ORDER WHICH WAS APPROVED HAD UNDERGONE SUBSEQUENT CHANGE AND COULD NOT BE PRINTED WHEN CONTRACTS RAN
 ***** SYSTEM ADVISORY *****